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The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jul 11

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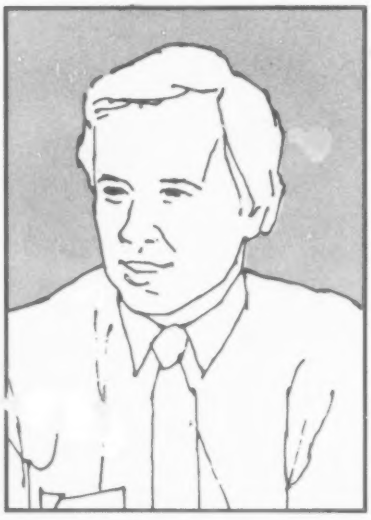

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57th Year 1988

Vol. 115 No. 2

Broadcasting Jul 11

TV nervousness...

Possible breakup of Gillett group leaves some wondering if this is first of major station ownership exits. **Page 35.**

Bringing it home...

For individual radio and television stations and developing networks, Democratic and Republican national conventions offer opportunity to provide kind of service not available from national networks: local angle on national political party gatherings. For Democratic meeting, so far, 338 TV stations and 275 radio outlets are expected in Atlanta. **PAGE 36.**

Dream makers...

Part one of BROADCASTING's special report on "The Powers That Be in Hollywood" focuses on major studios, offering glimpse of who's who in dream capital of world. **PAGE 43.**

40/**UPFRONT AD SALES**
Roughly $3 billion of advertising is being committed to next season's prime time TV schedule, according to three networks' sales chiefs.

37/**MEDIA PRESENCE**
Sidebar to next week's Democratic national convention in Atlanta will be presence of Fifth Estate executives, their Washington lobbyists and industry trade associations, many of whom have planned special events, receptions and dinners for congressional policymakers and party leaders attending convention.

38/**UPLINK INFORMATION**
Only 55 transportable satellite vehicles are expected at Democratic national convention in Atlanta, down from estimates of 100 year ago.

39/**TIME FOR 'WAR'**
ABC says it will broadcast 18 hours of its epic mini-series, *War and Remembrance*, during November sweeps, with remainder of program airing in 1989. There is also talk of network stripping repeats of four of its strongest comedies during prime time from mid-September to early October.

Jane Seymour and Sir John Gielgud in ABC's 'War and Remembrance'

39/**INTERIM CONTRACT**
Members of Writers Guild of America overwhelmingly ratify new interim contract for independent producers.

41/**CAUGHT IN MIDDLE**
Superstation bill (H.R. 2848) gets entangled in jurisdictional dispute between Commerce and Judiciary Committees.

61/**BRITISH BUY**
MTM Enterprises, which has produced such shows as *The Mary Tyler Moore Show, Hill Street Blues* and *Remington Steele*, is sold to Britain's Television South for $320 million.

61/**SHOPPING SPREE**
Shop Around the World, one-hour home shopping program hosted by actress Elke Sommer and geared to TVRO universe, debuts July 16.

65/**SUB SNUB**
Springfield Utility Board decides it won't launch MMDS system in Springfield, Ore., to compete against Tele-Communications Inc. However, TCI may still face some MMDS competition from local group.

70/**MERGER LEGACY**
After earlier merger boom, Fifth Estate firms are undergoing financial restructuring to convert short-term debt into long-term financing.

71/**TWO VIEWS**
According to Katz Radio Group, industry's two local market radio audience measurement services—Arbitron and Birch Radio—continue to provide "significantly different" pictures of radio listening.

87/**MAN BEHIND THE EMPIRE**
Rupert Murdoch, chief executive officer of News Corp. Ltd., was just 22 when he returned to Australia to take over two family-controlled newspapers. By time he was 30, he had expanded company to include radio and TV interests at home and abroad.

88/**PROVISIONAL LINEUP**
CBS announces interim fall schedule.

89/**IN DEFENSE OF**
In U.S. Court of Appeals brief, FCC defends its fairness doctrine repeal.

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BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,912	170	5,082
Commercial FM	4,058	418	4,476
Educational FM	1,324	173	1,497
■ Total Radio	10,294	761	11,055
FM translators	789	444	1,233
Commercial VHF TV	540	23	563
Commercial UHF TV	485	222	707
Educational VHF TV	119	3	122
Educational UHF TV	214	25	239
■ Total TV	1,358	273	1,631
VHF LPTV	102	74	176
UHF LPTV	267	136	405
■ Total LPTV	369	210	581
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS[2]	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL[3] & intercity relay	2,836	166	3,002

CABLE†	
Total subscribers	45,000,000
Homes passed	71,500,000
Total systems	8,000
Household penetration†	51.1%
Pay cable penetration	28.6%

* Includes off-air licenses. † Penetration percentages are of total TV household universe of 88.6 million. [1] Construction permit. [2] Instructional television fixed service. [3] Studio-transmitter link.

into children's advertising. In its comments, ACT asked FCC to limit children's advertising to 9.5 minutes per hour and require two-year period before toys featured in programs can be promoted. ACT June 17 also filed petition at FCC to add one other element to its investigation: allegation that advertisers (mainly toy manufacturers) are making, and nonnetwork TV stations are airing, second set of commercials that internal network policies prohibit.

Comparative Renewal

FCC took first step toward reforming much-maligned comparative renewal process, launching combined rulemaking and inquiry at June 23 open meeting aimed at making it easier for broadcasters to win comparative renewal hearings and discouraging groups from using process to "extort" money from broadcasters.

The FCC proposed limiting payments broadcasters can make to challengers in settlements of comparative renewal proceedings and to groups in exchange for withdrawal of petitions to deny renewals. In addition, it proposed requiring fuller ownership and financial disclosure information from competing applicants, clarifying standards that broadcasters must meet to win "renewal expectancies" and reconsidering some criteria used in comparative hearings, particularly diversity of ownership.

FCC stopped short of proposing two-step renewal process, by which FCC would first decide whether to renew license before considering competing applicants. FCC maintains that implementing such process may be within its statutory power, but has opted not to, apparently for fear of usurping congressional prerogative.

Talk of reform comes as renewal hiatus caused by lengthening of renewal periods comes to end and thousands of radio and television stations file for renewal over next few years. At moment, most prominent comparative renewal case involves CBS's WBBM-TV Chicago, whose license has been challenged by Brenda Minor, Chicago attorney. Many communications attorneys believe case underscores vulnerability of broadcasters with good track records to costly and time-consuming challenges. FCC has also ordered comparative renewal for Viacom's KMOV-TV St. Louis and is preparing orders affecting several other television stations.

Compulsory License

FCC is conducting inquiry into cable compulsory license, and may have "front burner" item ready for action in late summer or early fall. If views of FCC Chairman Dennis Patrick are guide, inquiry could lead to recommendation that Congress abolish license. At National Cable Television Association board meeting during association's annual convention, Patrick said he favors complete elimination of license, acknowledging that abolishing it for carriage of local stations would create some practical problems.

Reexamination of license on Capitol Hill could occur in context of broadcasters' efforts to resurrect must-carry requirements there. House Telecommunications Subcommittee member John Bryant (D-Tex.) has offered legislation (BROADCASTING, April 4) to condition compulsory license on whether cable operator is carrying local broadcast signals. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) offered similar measure two weeks ago (BROADCASTING, June 20). NAB television board has directed staff to investigate all aspects of compulsory license as part of joint board's consideration of must-carry issues. In comments on license inquiry, cable generally supported retention of license while program producers opposed it. NAB softened its long-standing opposition, arguing that license should be left alone for time being.

Crossownership

Telco-cable—National Telecommunications and Information Administration, in report on cable television regulation, has recommended that telephone companies be allowed to serve as transporters of others' programing in telcos' own service areas (BROADCASTING, June 20). They should be allowed to provide "video dial tone" to anyone with program to offer, though not programing of their own, in NTIA's view. At present, FCC regulations and Cable Act, as well as modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T, now are seen as barriers to such crossownership. National Cable Television Association and California Cable Television Association have asked three FCC commissioners to review staff's April 12 decision to waive telco-cable crossownership rules and allow GTE to build cable system in Cerritos, Calif.

Question of whether telephone companies should be allowed to offer cable service within their telephone service areas has been central to separate FCC proceeding that could lead to dropping of FCC rules barring such crossownership and recommendation to Congress to eliminate redundant prohibition in Cable Communications Policy Act of 1984. Not waiting for FCC, Representative Howard Nielson (R-Utah) introduced legislation to

Open Mike

Ice cream question

EDITOR: An analogy implies that if you can draw a similarity of two or more items between things otherwise diverse they will probably agree with each other in other respects. And so Gary J. Worth, in his May 30 "Monday Memo," draws an analogy between TV programing and an ice cream parlor.

Although I know not where to find his "vanilla only" parlor, I do live every day with his "zero sum" (I prefer "homogeneous") programing. I understand his point, but as he is president of a television company involved in production, syndication, home video, and satellite program delivery, his words and motives are suspect.

I take exception to his statement that, "...most people will accept the vanilla anyway. You did, right?" Wrong! If Mr. Worth believes this to be true, why then did he write the memo? [Rhetorical question.] ("I'm mad as hell and I'm not going to take it anymore" happened many times, and long before "Network.")

Certainly, he knows full well that cable and program companies (including his own WesternWorld) have long coveted the major networks' stranglehold on the broadcast market. Now, it would appear, the cable industry has captured a significant share of that market.

While I understand Mr. Worth's use of the word "narrowcasting," I see it differently. To me, "narrowcasting" is to "broadcasting" as "narrowminded" is to "broadminded," and whether by chance or blind bargain, the cable industry has fortuitously put the "broad" into broadcasting.

The "vanilla only" ice cream parlor analogy can be applied to all the limited choices we face every day. Choices that result in homogeneous products and services (i.e., top-20 programing, pollution, orphan drugs, endangered species, acid rain, mediocre leaders, ad infinitum). We are all too familiar with this dilemma. The question is, do we want to solve it, and if so, how?

The ingredients of: the bottom line, caution, greed, complacency and apathy are the foundation for the play-it-safe attitude found among many decision makers. This evokes a preoccupation with sales, mass-appeal, and numbers, which leads to the neglect of imagination, creativity, and development—which leads to "vanilla only," homogeneous programing, et al.

It's a vicious cycle, but the "chocolate mocha supreme" is out there. Some innovative visionary leader with lots of chutzpa will create it and serve it up. The copycats with the play-it-safe mentality will then jump on the bandwagon and thousands of "chocolate mocha supreme" ice cream parlors will spring up all over.—*Art Vincent, Jazznet, The Art of Jazz Network Inc., Red Bank, N.J.*

Response to the response to the response

EDITOR: In regard to "Response rise" in the May 16 "Riding Gain" and "Arbitron response" in the June 13 "Open Mike," the report on response rates and the subsequent comment on it sounds like one of the comical vaudeville routines of an earlier day—where the humor results from the logical contradictions of what's said and how it is said.

Perhaps you have to be a technical type to hear it that way, but it seems humorously illogical to contend as they do that an "almost" 50% response rate is good; that bribing, coercing and manipulating the survey respondents to increase response rates are an OK way to improve the reliability of the ratings they generate, and, that the half (or more) that *do not* respond to their surveys possess the same behavioral, psychographic, demographic, etc. characteristics as those that do.

Silly as it sounds, the unresponding half of anything can't be assumed to be the same as the responding half. They differ on a very big and a very important point: They don't respond to the radio listening surveys. So who can know for sure what other characteristics they possess, or what radio stations they prefer and listen to?

Everyone knows people do things for reasons, and the people and the reasons can be tallied and quantified. Sometimes they know and will say what the reasons are; sometimes they don't or won't say what they are.

The reasons for not responding are as unknown as the survey nonrespondents are. Perhaps the nonrespondents are tired of the poking and the probing. Tired of the prying and the spying. Tired of what the ratings, and the pursuit of them, have done to their preferred stations or their favorite programs.—*Ronald F. Balonis, chief engineer, WILK(AM) Wilkes-Barre, Pa.*

Correction

EDITOR: thank you for your very kind "Fifth Estater" profile (BROADCASTING, July 4), but I must hasten to request a correction. Ray Hamilton is very much alive and well and enjoying retirement at 470 Third Street South in St. Petersburg, Fla. 33701. I am sure he would appreciate hearing from his many friends in the industry. *Cecil L. Richards, president, Cecil L. Richards Inc., Falls Church, Va.*

The Fifth Estate

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Superstation bill gets caught between committees

Regulating satellite feeds of superstation signals to TVRO owners hits slow track in House

A House bill (H.R. 2848) that would create a compulsory license for the satellite distribution of broadcast signals—superstations—to backyard satellite dish (TVRO) owners has become entangled in a jurisdictional dispute between the Commerce and Judiciary Committees. Given the controversial nature of the measure and the possibility that the bill will be routed to Commerce (there are only nine weeks left on the congressional calendar), the chances for quick House action have greatly diminished.

Last week, Judiciary's Copyright Subcommittee approved a revised version of the legislation, but House Energy and Commerce Committee Chairman John Dingell (D-Mich.) is threatening to request a referral once the legislation leaves Judiciary, unless certain provisions that affect communications policy are removed. Not only would a referral to Commerce slow down the process, but Copyright Subcommittee member Bruce Morrison (D-Conn.) says he would like to see cable's compulsory copyright license sunset just as the satellite license is phased out (in six years) under the bill. Morrison's goal would create further complications for H.R. 2848.

It is anticipated the bill will undergo further refinements. The broadcast networks are seeking clarifications, and there may be an effort to strike the legislation's grandfather clause, which would define superstations as those broadcast stations that are "already in existence [as of April 1, 1988] or that receive penetration in 10% of cable households."

Copyright Subcommittee Chairman Robert Kastenmeier (D-Wis.), at the urging of subcommittee members Mike Synar (D-Okla.) and Rick Boucher (D-Va.), who also serve on Commerce, was prepared to withdraw a provision that would require the FCC to initiate a combined inquiry and rulemaking for a syndicated exclusivity rule for TVRO.

But others objected to the move and suggested the subcommittee not be intimidated by Commerce. "I think we ought to hold our fire until we have an agreement (with Commerce). It is important for this committee to be a decision maker," commented Morrison. Representative Benjamin Cardin (D-Md.) agreed, and the subcommittee left the syndex language in.

Synar told the subcommittee that taking syndex out would alleviate Dingell's jurisdictional concerns. Moreover, he indicated the issue could be resolved by Commerce when it considers further action on H.R. 1885, a home satellite bill that would regulate the TVRO industry. But that measure is not believed to be on a fast track, and there are other sections that will likely trigger Commerce's interest, including the bill's definition of a network wnite area that allows the retransmission of network signals by satellite carriers in underserved areas. Moreover, H.R. 2848 would require the FCC to report to Congress "on whether, and to what extent, [price] discrimination exists pursuant to the Communications Act of 1934 and the rules and regulations of the Commission."

Considering Boucher's comments, the legislation appears headed for Commerce anyway. In making the case to eliminate the syndex section, he told subcommittee members the language could be reinserted when H.R.2848 moves to Commerce. And Kastenmeier admitted the jurisdictional question had not been completely resolved. The chairman was anxious to see the measure at least pass through the subcommittee and suggested these issues could be solved later.

H.R. 2848 has had a troubled past, but the latest version of the bill is believed, for the most part, to have won support from industry groups. With the addition of the syndex portion, the Association of Independent Television Stations is no longer opposing the measure. The Motion Picture Association of America and the National Cable Television Association have also dropped their objections. MPAA was said to have abandoned its drive to restrict the license to C-band in return for a shorter license (which was reduced from eight to six years). The bill also enjoys the backing of the Satellite Broadcasting and Communications Association. □

Site fight sends KTVX, WTCI to court

KTVX(TV) Salt Lake City and Western Tele-Communications Inc. have gotten into a legal squabble involving WTCI's microwave distribution site and carriage of KTVX's signals on Tele-Communications Inc. cable systems beyond the Utah border.

WTCI is owned by WestMarc Communications, which is majority-owned by TCI. WTCI subleases property from KTVX for a microwave link in northeast Utah. The lease site carries message traffic between San Francisco and Denver, and voice and Salt Lake City TV signals to cable systems in other western states. The lease expired June 30, and KTVX wanted to renew the lease predicated on a continued on-channel carriage commitment of its signal on TCI cable systems in Wyoming, Montana and Utah, attorneys for both sides said.

WTCI objected and sought an injunction in federal district court to prevent KTVX from kicking it off the site for failure to guarantee signal carriage. It cited the disruption in voice and television service that would occur, and the judge granted its request. The parties are now in negotiations to settle the dispute.

A number of factors have caused TCI to re-examine its carriage of Salt Lake City broadcasters beyond the state: microwave costs of over $1 million and the reimposition of syndicated exclusivity and its network duplication component. In many TCI systems in Idaho, Montana and Wyoming, two sets of network affiliates from two different cities are carried, and the expectation is that local broadcasters will seek to enforce syndex contracts when it returns.

One solution TCI has floated is that out-of-state broadcasters, whose signals could be prone to blackouts, combine to program one channel, which would provide out-of-state subscribers with a Salt Lake City component. Complicating the equation is the greater preponderance of ABC affiliates in the region, making importation of KTVX less likely than other stations in markets where less than three affiliates exist. □

Cable ratings mixed in second quarter

Ratings for the cable programing services in the second quarter of 1988 were mixed, compared to last year. WTBS Atlanta, Lifetime and Arts & Entertainment all showed ratings increases in prime time, while ratings at ESPN, USA, CNN/Headline News, Nashville, Discovery and CBN fell from quarter to quarter.

	Prime time rating			*Full schedule rating*		
	2nd quarter '88	*(Households)*	*2nd quarter '87*	*2nd quarter '88*	*(Households)*	*2nd quarter '87*
Service						
WTBS	3.1	(1,401,000)	2.9	1.8	(814,000)	1.5
USA	1.6	(699,000)	1.7	0.9	(393,000)	0.9
CNN/Headline	1.3	(607,000)	1.6	0.8	(374,000)	1.0
ESPN	1.3	(571,000)	1.4	0.6	(264,000)	0.7
Nashville	1.1	(448,000)	1.3	0.5	(203,000)	0.6
Lifetime	1.1	(438,000)	0.7	0.6	(238,000)	0.5
Discovery	0.8	(258,000)	1.0	0.4	(129,000)	0.6
CBN	0.6	(245,000)	0.8	0.5	(204,000)	0.6
A&E	0.6	(206,000)	0.4	0.4	(137,000)	0.3
Nickelodeon				1.0	(412,000)	0.9
MTV				0.6	(256,000)	0.5
Nick at Nite				0.5	(185,000)	0.4
VH-1				0.3	(83,000)	0.3
FNN				0.2	(58,000)	0.2

NBC takes 41st week, CBS takes news

Nielsen	□		Net	□	Show	□	AGB
1.	18.9/33	N	NBC Monday Movie			2.	18.1/32
2.	17.5/31	N	Night Court			4.	17.6/32
3.	17.2/32	N	Cheers			3.	17.7/32
4.	16.6/33	N	Cosby Show			1.	19.7/38
5.	16.5/32	N	Different World			5.	17.4/33
6.	15.4/29	N	L.A. Law			7.	15.3/28
7.	15.1/34	N	Golden Girls			6.	17.1/38
8.	14.9/29	N	ALF			8.	15.0/30
9.	14.0/27	A	Who's the Boss?			9.	14.3/28
10.	13.8/26	N	Hogan Family			11.	13.6/26
11.	13.6/30	C	CBS Sunday Movie			14.	12.9/28
12.	13.2/25	A	Head of the Class			13.	13.0/24
13.	13.2/30	N	Amen			10.	14.2/32
14.	12.9/26	A	Growing Pains			16.	12.5/25
15.	12.9/24	A	Perfect Strangers, Tue.			12.	13.4/25
16.	12.7/31	C	Murder, She Wrote			20.	11.8/29
17.	12.7/28	N	Hunter			17.	12.1/27
18.	12.5/33	C	60 Minutes			18.	11.9/33
19.	12.4/24	N	Matlock			15.	12.6/24
20.	11.7/21	C	Newhart			23.	11.4/21
21.	11.6/20	C	Designing Women			25.	11.1/19
22.	11.2/21	A	Hooperman			34.	10.1/18
23.	11.1/21	C	Blue Skies			33.	10.3/20
24.	11.1/20	N	J.J. Starbuck			28.	10.6/19
25.	11.0/24	N	NBC Sunday Movie			31.	10.4/23
26.	10.9/23	N	Miami Vice			29.	10.5/22
27.	10.8/22	A	20/20			21.	11.8/24
28.	10.7/21	C	48 Hours			24.	11.1/21
29.	10.7/20	C	Equalizer			19.	11.9/21
30.	10.7/26	N	227			22.	11.7/27
31.	10.6/19	A	Moonlighting			37.	9.9/18
32.	10.6/21	C	Wiseguy			26.	11.0/21
33.	10.6/20	N	Summer Showcase *			27.	10.9/21
34.	10.1/18	C	Magnum, P.I.			39.	9.6/17
35.	10.0/18	A	Thirtysomething			52.	8.1/15
36.	9.8/21	A	Mr. Belvedere			30.	10.4/21
37.	9.7/25	N	Facts of Life			35.	10.1/25
38.	9.4/17	C	CBS Tuesday Movie			38.	9.8/18
39.	9.3/20	A	Full House			41.	9.2/19
40.	9.3/18	C	Jake and the Fatman			32.	10.4/20
41.	9.2/18	A	Spenser: For Hire			44.	9.0/17
42.	9.2/19	A	I Married Dora			36.	10.0/20
43.	9.1/20	A	Perfect Strangers, Fri.			43.	9.1/20
44.	9.0/16	C	Simon and Simon			40.	9.4/17
45.	8.9/18	N	Sonny Spoon, Detective			45.	8.9/18
46.	8.5/16	A	Monday Night Baseball			51.	8.2/15
47.	8.5/16	A	Slap Maxwell Story			53.	7.9/14
48.	8.2/18	C	Beauty and the Beast			47.	8.5/19
49.	8.1/15	C	Cagney and Lacey			46.	8.8/16
50.	8.1/16	N	Bronx Zoo			50.	8.3/16
51.	7.8/15	N	Highway to Heaven			48.	8.5/16
52.	7.5/14	N	Days, Nights of M. Dodd			56.	7.3/13
53.	7.3/16	N	Best of TV Bloopers			42.	9.1/20
54.	7.3/17	N	My Two Dads			59.	7.0/17
55.	7.2/15	C	CBS Friday Movie			55.	7.4/15
56.	7.2/18	N	Family Ties			60.	6.9/17
57.	7.0/13	N	Mama's Boy			49.	8.4/15
58.	6.9/15	C	West 57th			57.	7.1/16
59.	6.5/15	C	Tour of Duty			64.	6.2/14
60.	6.4/14	A	Star Spangled Celebration			54.	7.8/17
61.	6.4/12	A	Hothouse *			58.	7.1/13
62.	6.4/16	C	High Mountain Rangers			61.	6.4/15
63.	6.2/12	A	Sledge Hammer!			65.	5.7/11
64.	5.7/11	A	Charmings			63.	6.2/12
65.	5.7/11	C	CBS Summer Playhouse			62.	6.3/12
66.	5.2/12	A	Hotel			67.	5.2/12
67.	4.9/12	A	MacGyver			66.	5.3/13
68.	4.9/13	A	Disney Sunday Movie			68.	5.1/14
69.	4.7/11	A	Supercarrier			69.	4.8/11
70.	4.7/13	N	Rags to Riches			71.	4.3/12
71.	3.9/9	A	Home Again			70.	4.5/10

* Indicates premiere episode

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Telecastings

VCR usage

A report by AGB Television Research on VCR usage in 986 households containing 2,652 people shows that, in prime time, an average of almost three persons (2.97) per household watch prerecorded tapes, more than two (2.15) watch home-recorded tapes and less than two (1.69) watch regular television programing. The study also shows that children under 18 spend an average of 3.4 hours a week watching prerecorded and home-recorded tapes in VCR households, and that adults average 2.3 hours a week. Of all VCR viewing, prerecorded cassettes account for 87% of all viewing by children and teen-agers; 78% of all adult viewing.

Talking back to TV

Interactive television systems in which the viewer can in some way participate with what is happening on his screen have long had difficulty in establishing themselves in cable and terrestrial broadcasting. Two current interactive proposals by TVAnswer, McLean, Va., and Radio Telecom and Technology, Cerritos, Calif., face opposition because of the need for each station to be allocated extra radio frequency space. But a Vero Beach, Fla., inventor has received a patent for a system he claims will be successful because it avoids the expense and regulatory problems associated with using additional spectrum. With Henry Von Kohorn's system, homes do not have to be wired and the program originator does not receive any radio frequency signal from the home. "It is, therefore, not a truly interactive system," he said.

Von Kohorn's invention is designed to be used during a quiz show or any program that involves questions and answers. An electronic black box with a built-in keyboard and printer would be connected to the home to record "response criteria"—the answers that are transmitted by the station simultaneously with the asking of the questions on the program. Response criteria could be transmitted either through a sideband or the vertical blanking interval, Von Kohorn said. The show producers would be responsible for providing response criteria to the stations.

Viewers would answer the questions on their keyboards, and if they answer correctly, the printer will instantly issue a coupon as a prize. The prize could be a discount on a retail product such as clip-out newspaper coupons, Von Kohorn said, or could be used for discounts on home shopping merchandise. The cost to the consumer would be the price of the box, which would not be expensive, Von Kohorn said. Additional expense for broadcasters, he said, would also be slight. The equipment necessary to send the response criteria exists and is already in place in some TV stations. "And you need no authorization from any of the regulatory agencies" to implement the system, he said.

Down on DA's

In response to an FCC inquiry on several questions relating to the commission's technical regulations for TV broadcast facilities, the National Association of Broadcasters filed comments opposing a proposal to eliminate the criteria for TV directional antennas. NAB claimed the rationale for the present directional antenna rules are still valid and that in special cases, broadcasters have encountered no problems in getting waivers from the commission. "The use of highly directional